

Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN · LIVERPOOL 31 MEXICO D.F. 06600
TEL. 5080 – 2185

SEPTIEMBRE 2005

SERVICIO CULTURAL E INFORMATIVO

Para información sobre estos títulos, comuníquese al Departamento de Circulación. Email: garciae@state.gov, teléfono: **5080-2185**.

Visite nuestra página: www.usembassy-mexico.gov/biblioteca

Si desea recibir este boletín por correo electrónico, escriba a: outreachbbf@state.gov

ARQUITECTURA

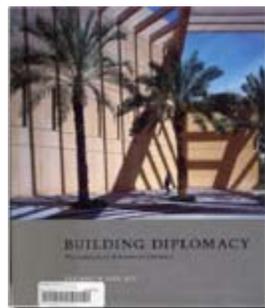
The Pan Am building and the shattering of the modernist dream



By Meredith L. Clausen
Cambridge, MA : MIT Press, 2005.

725.23
CLA

The Pan Am Building and the reaction to it signaled the end of an era. Begun when the modernist aesthetic and the architectural star system ruled architectural theory and practice, the completed building became a symbol of modernism's fall from grace. In this book, Meredith Clausen tells the story as both history and cautionary tale—a case study of how not to plan and execute a large-scale urban project that seems especially relevant in light of the World Trade Center and the ongoing discussions over what should be built in its space.



Building diplomacy

Elizabeth Gill Lui,
photography and
commentary ; Keya
Keita, cultural
montages; essay
by Jane C. Loeffler

; Kevin Spence, project coordinator

Ithaca, NY: Distributed by Cornell University Press in association with Four Stops Press, Los Angeles, California, 2004.

REF
725.17
GIL

Embassy architecture and design ranges from the humble to the stately, from the practical to the grand. Building Diplomacy is the first comprehensive photographic portrait of the official face of American diplomacy around the world. Elizabeth Gill Lui traveled to fifty countries to photograph American embassies, chanceries, and ambassadors' residences. This record of her journey

includes approximately five hundred artful and eloquent interior and exterior views shot by Lui with a large-format camera. Keya Keita, Lui's daughter and partner on the project, shot a live-action documentary of embassies and the cultural milieu of each nation Lui and Keita visited. The text includes an essay by Jane Loeffler detailing the history of the U.S. Department of State's building program.

BIBLIOTECOLOGIA Y CIENCIAS DE LA INFORMACION

Conflict management for libraries: strategies for a positive, productive workplace

By Jack G. Montgomery and Eleanor I. Cook; with contributions from Pat Wagner and Glenda Hubbard



Chicago, IL: American Library Association, 2005.

023.9
MON

Libraries are not immune to workplace stress and conflict. In a broad research survey conducted over

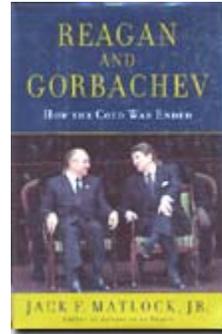
three years, authors Montgomery and Cook asked, "What are the common causes of workplace conflict in libraries?" From the results of the study, as well as formal and informal observations, the authors have developed seventeen scenarios of library workplace conflict, along with realistic ways to manage them. Drawing on these stories from the trenches, they share a balanced perspective to help reconcile even the stickiest situation. An array of tools are offered in this book to create a positive working environment, helping staff stay on track to achieve goals and live the mission of the library.

CIENCIA POLITICA

Reagan and Gorbachev: how the Cold War ended

By Jack F. Matlock, Jr.
New York, NY : Random House, 2004.

327.73
MAT



In this book, Jack F. Matlock, Jr., gives an eyewitness account of how the Cold War ended, with humankind declared the winner. As Reagan's principal adviser on Soviet and European affairs, and later as the U.S. ambassador to the

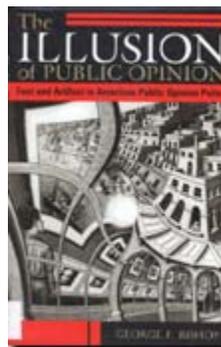
U.S.S.R., Matlock lived history: he was the point person for Reagan's evolving policy of conciliation toward the Soviet Union. Working from his own papers, recent interviews with major figures, and archival sources both here and abroad, Matlock offers an insider's perspective on diplomatic campaign far more sophisticated than previously thought, led by two men of surpassing vision.

CIENCIAS SOCIALES

The illusion of public opinion: fact and artifact in American public opinion polls

By George F. Bishop
Lanham, MD: Rowman & Littlefield, 2005.

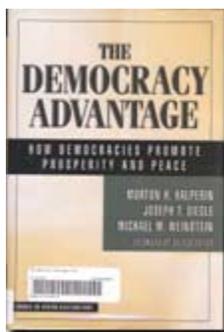
303.38
BIS



In a rigorous critique of public opinion polling in the U.S., George F. Bishop makes the case that a lot of what passes

as public opinion in mass media today is an illusion, an artifact of measurement created by vague or misleading survey questions presented to respondents who typically construct their opinions on the spot. Using evidence from a wide variety of data sources, Bishop shows that widespread public ignorance and poorly informed opinions are the norm rather than definitive public opinion on key political, social, and cultural issues of the day. The Illusion of Public Opinion presents a number of cautionary tales about how American public opinion has supposedly changed since 9/11, amplified by additional examples on other occasions drawn from the American National Election Studies. Bishop's analysis of the pitfalls of asking survey questions and interpreting poll results leads the reader to a more skeptical appreciation of the art and science of public opinion polling as it is practiced today.

The democracy advantage: how democracies promote prosperity and peace



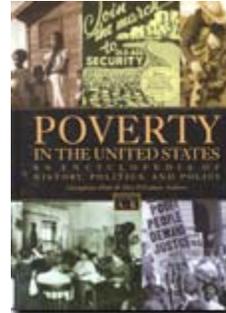
By Morton H. Halperin,
Joseph T. Siegle, and
Michael M. Weinstein
New York, NY:
Routledge, 2005.

321.8
HAL

For decades, policies pursued by the U.S. and other industrialized nations towards the developing world have been based on a dirty little secret kept among policy experts: that democracy and poor countries don't mix. In this book, the authors dismantle the conventional wisdom that democratic reforms are destabilizing and that the West must rely on authoritarian regimes in order to create a middle class that will support democracy.

Poverty in the United States: an encyclopedia of history, politics, and policy

By Gwendolyn Mink and Alice O'Connor
Santa Barbara, CA:
ABC-CLIO, 2004.



REF
339.4
POV

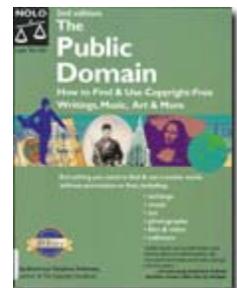
The history of poverty in the U.S. includes many aspects of the American past; it also includes the diverse experiences of many people. These volumes contain more than 300 entries on issues, events, debates, concepts, social and political movements, legislation, and more as they relate to poverty and social welfare. Examples include Adolescent pregnancy, African American migration, Feminization of poverty, Food stamps, Immigration policy, Salvation Army, Social Security Act of 1935, and Work ethic. Also covered are important texts, such as Jane Addams' Twenty Years at Hull House and John Steinbeck's The Grapes of Wrath.

DERECHOS DE AUTOR

The public domain: how to find & use copyright-free writings, music, art & more

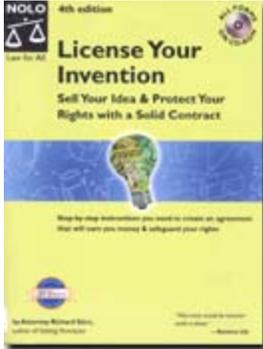
By Stephen Fishman
Berkeley, CA: Nolo, 2004.

REF
346.73
FIS



This book is a guide to creative works in the public domain-works that are not protected by copyright and can be copied without permission or fees.

License your invention



By Richard Stim
Berkeley, CA:
Nolo, 2004.

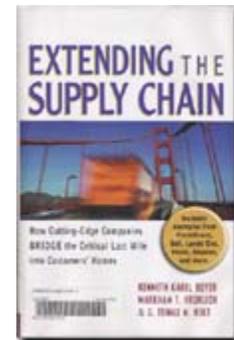
REF
346.73
STI

This book provides both the practical marketing advice and the legal licensing language needed to turn inventions into a moneymaker. It explains the key elements in a licensing agreement, from advances and royalties to the length of an agreement.

correspond to the realities of the new role of the private sector in delivering public services, and thereby to bring crucial sectors of globalization back within the scope of democratic reform.

Extending the supply chain: how cutting-edge companies bridge the critical last mile into customers' homes

By Kenneth Karel Boyer, Markham T. Frohlich, and G. Tomas M. Hult
New York, NY:
American
Management
Association, 2005.

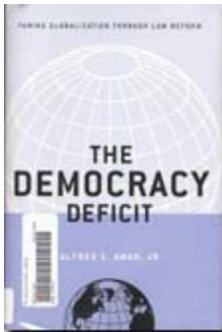


658.7
BOY

Why have so many "e-commerce" companies failed in the last few years? In many cases, it's the failure to figure out how to extend the supply chain directly to customers that keeps a company from succeeding. Using cutting-edge delivery practices and technology-based order processing, companies can minimize costs, customize their products, provide increased service and convenience, and increase customer loyalty—all leading to a more robust bottom line. This book examines in-depth some of the most high-profile practitioners of telephone and Internet-based order processing and fulfillment. The authors bring detailed looks at: Amazon, Dell, and FreshDirect, which use the decoupled extended supply chain model to take custom-assembled or custom-packaged orders from an assembly plant or distribution center to the delivery destination using third-party delivery specialists like FedEx and UPS.

ECONOMIA Y COMERCIO

The democracy deficit: taming globalization through law reform

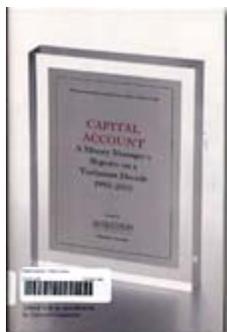


By Alfred C. Aman, Jr.
New York, NY: New
York University Press,
2004.

342.066
AMA

Economic globalization has had a chilling effect on democracy since markets now do some of the work that governments used to do through the political process. More than two decades of deregulation have made a healthy economy appear to depend on unrestrained markets. But appearances are misleading—globalization is also a legal and political process. The future of democracy in the twenty-first century depends on the ability of citizens to reclaim a voice in taming globalization through domestic politics and law reform. Can citizens govern globalization? Alfred C. Aman, Jr., argues that they can, and that domestic law has a crucial role to play in this process. He proposes to redefine the legal distinction between public and private sector to

Capital account: a money manager's reports from a turbulent decade (1993-2002)



By Edward Chancellor
New York, TX:
Thomson/Texere, 2004.

338.54
CAP

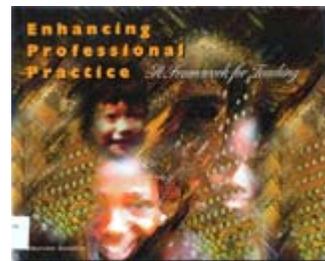
Capital Account relates the story of the world's greatest investment bubble from the perspective of professional investors. The book, comprised of selected reports from Marathon Asset Management, a successful global investment firm, explains how shareholder value the notion that companies should be run in the interests of their shareholders became corrupted in this era of frenzied finance. Senior managers, succumbing to the lure of stock option fortunes, took to manipulating their company's earnings. Professional investors, interested only in maintaining their investment performance over the next quarter, were willing abettors. The 'croupiers' of Wall Street also know as investment bankers, whipped up the euphoria and peddled to investors superficially plausible stories, 'MacGuffins', in order to generate huge fees for themselves. As a result, by the turn of the century almost the entire investment community had become fixated with chasing short-term profits at the expense of long-term returns for clients. By the end of 2002 this cynical game had ended in investment disaster the world's stock markets having produced more than \$15 trillion of losses since their peak. Yet to a large extent, the outcome was predictable to those investors who had retained a disciplined approach to investment analysis throughout the bull market. This book introduces the 'capital cycle' approach to investment an approach that brings together ideas from the fields of behavioral finance, economic theory and business analysis. Capital cycle analysis - based on the apparently simple insight that investor euphoria leads to excessive investment in the real world and subsequent poor returns for shareholders - enabled

Marathon to identify at an early stage the inevitable collapse of the technology and telecoms bubble.

EDUCACION-ENSEÑANZA

Enhancing professional practice: a framework for teaching

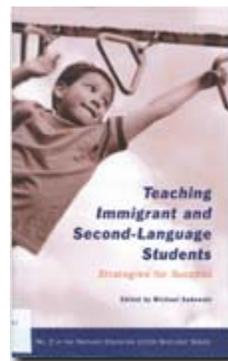
By Charlotte Danielson
Alexandria, VA:
Association for
Supervision and
Curriculum
Development, 1996.



371.102
DAN

The framework for teaching described in this book is based on the PRAXIS III : Classroom Performance Assessments criteria developed by Educational Testing Service, which identifies those aspects of a teachers' s responsibilities that have been documented through empirical studies and theoretical research as promoting improved student learning.

Teaching immigrant and second- language students: strategies for success



By Michael Sadowski
Cambridge, MA:
Harvard Education
Press, 2004.

371.97
TEA

This volume draws on the work of teachers, administrators, and researchers to identify the practices that reach immigrant and second-language students most effectively.

ELECCIONES

Electoral competition and institutional change in Mexico

By *Caroline C. Beer*

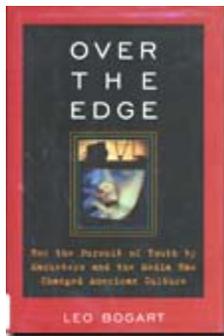
Notre Dame, IN: University of Notre Dame Press, 2003.

320.972
BEE

Recent research has taught much about the dynamics of democratic transition as well as the process of democratic consolidation. Yet important questions about regime change remain unanswered: What are the consequences of democratization? In what ways do competitive elections alter the nature of the political system? How does electoral competition influence the long-term distribution of power across political institutions? How does the breakdown of a one-party system play out at the sub national level? Is the process uneven across sub national units? This book addresses these questions by analyzing the impact of electoral competition on politics in the Mexican states

ESTUDIOS NORTEAMERICANOS

Over the edge: how the pursuit of youth by marketers and the media has changed American culture



By *Leo Bogart*
Chicago, IL: Ivan R. Dee, 2005.

302.23
BOG

For decades, young people in the 18-to-34 age group have been the darlings of advertisers and marketers who yearn for greater sales and the elusive "buzz" of publicity and word-of-mouth promotion. Young adults buy a disproportionate share

of movie theater admissions, popular music recordings, and video games. They are regarded as prime targets by most television advertisers. As a consequence of this focus, Leo Bogart argues, media content itself has changed. Sex and violence have become endemic in movies and TV because they attract young audiences. Recent years have witnessed a continual loosening of restrictions on media content and, in the larger culture, a parallel transformation in the way people relate to one another. What is now acceptable in civil society is over the edge in comparison with standards of only a few decades ago.

HISTORIA Y CIVILIZACION

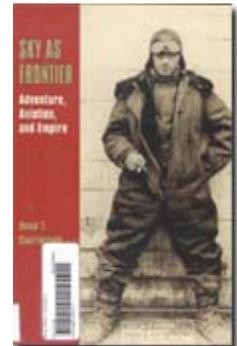
Sky as frontier: adventure, aviation, and empire

By *David T. Courtwright*

College Station: Texas A & M University Press, 2005.

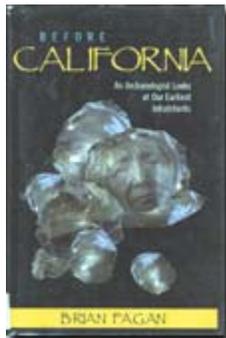
629.13
COU

When the Wright brothers invented their flying machine, Americans lived in a nation of two dimensions, circumscribed by lines drawn on a conventional map. A century later, their nation existed-- in fact, reigned--in three dimensions. Two million Americans "slipped the surly bonds of earth" daily, carried aloft by aircraft operating in every part of the world. The airplane turned the sky into a new domain of human activity, a fast-developing frontier first braved by adventurous young men. Then came the rich and the hurried, followed by just about everybody else. Until now, no one has told the story of aviation as one of frontier expansion. Aviation's frontier stage lasted a scant three decades, then vanished as flying became a settled experience. Sky as Frontier shows how commercial and military imperatives destroyed this pioneer world by routinizing flight. Along the way, Courtwright stops to consider dog fighting, barnstorming, the first air mail pilots, the development of



airlines, air power during World War II, flight's impact on the environment, the troubled space frontier, and how the male-dominated aviation enterprise was domesticated and democratized. The history of American flight shows a fateful trade-off. Rationalization killed the adventure in flying but made possible rapid aerial expansion. With it came commercial growth and global military reach. In no other country did social life, business, and military operations become so intertwined with aerospace advances or have such large consequences for national power and prestige.

Before California: an archaeologist looks at our earliest inhabitants

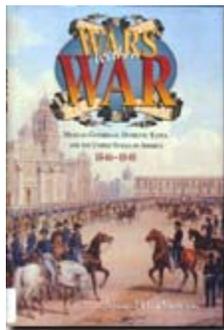


By Brian Fagan
Lanham, MD: Rowman & Littlefield, 2003.

979.4
FAG

The author tells of the first groups who drift into the state over 13 000 years ago and how their descendants used the land and sea to survive in an environment subject to earthquakes, droughts and floods. Shows how archaeologists scientifically reconstruct this lost history from bone, shell and stone fragments from accounts of vanished peoples and from stories told from tribal members themselves.

Wars within war: Mexican guerrillas, domestic elites, and the United States of America, 1846-1848



By Irving W. Levinson
Fort Worth, TX : TCU Press, 2005.

973.62
LEV

Traditional characterizations of

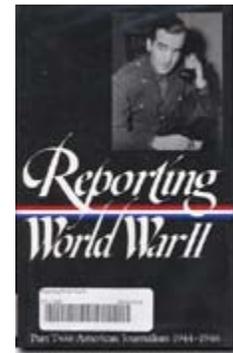
the 1846-1848 war between the United States and Mexico emphasize the conventional battles waged between two sovereign nations. However, author Irving Levinson examines two little-known guerrilla wars that took place at the same time and that proved critical to the outcome of the conflict.

Reporting World War II

New York, NY: Library of America, 1995.

071.3
REP

This anthology evokes an extraordinary period in American history- and in American Journalism. Drawn from wartime newspapers and

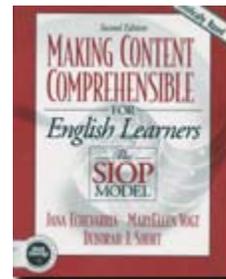


magazine reports, radio, transcripts, and books, these volumes capture the war's unfolding drama through the work of over eighty writers, the best of a remarkable generation of reporters.

IDIOMA INGLES

Making content comprehensible for English learners: the SIOP model

By Jana Echevarria, MaryEllen Vogt, Deborah J. Short



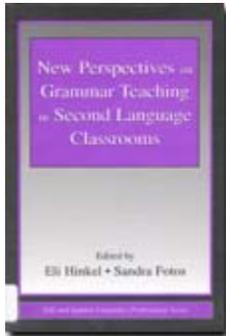
Boston, MA: Allyn and Bacon, 2004.

428.007
ECH

This book presents an empirically validated model of sheltered instruction. It contains the Sheltered Instruction Observation Protocol (SIOP) model, which provides school administrators, staff developers, teachers, teacher candidates, university

faculty, and field experience supervisors with an instrument for observing and qualifying a teacher's implementation of quality sheltered instruction.

New perspectives on grammar teaching in second language classrooms

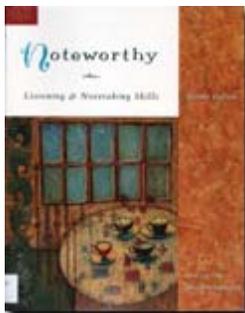


By Eli Hinkel and Sandra Fotos
Mahwah, NJ : L. Erlbaum Associates, 2002.

418.007
NEW

His text brings together various approaches to the contextualized teaching of grammar and communicative skills as integrated components of second-language instruction. Its purpose is to show from both theoretical and practical perspectives that grammar teaching can be productive and useful in ESL and EFL classrooms.

Noteworthy: listening and note taking skills



By Phyllis L. Lim, William Smalzer
Pacific Grove, [Calif.] : Heinle & Heinle, 1995.

428.34
LIM

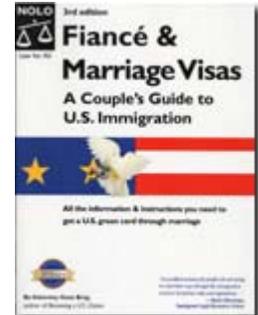
This book develops students' listening and note taking skills, provides insight into U.S. life and culture, and builds cross-disciplinary vocabulary.

INMIGRACION

Fiancé & marriage visas : a couple's guide to U.S. immigration

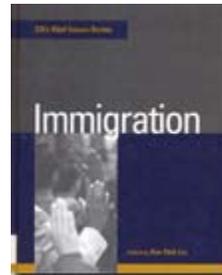
By Ilona M. Bray
Berkeley, CA : Nolo, 2005.

REF
342.73
BRA



This book makes obtaining a visa and green card as painless as possible. It helps you decide the fastest and best application strategy for you, whether you are married or unmarried, living in the U.S. or overseas.

Immigration

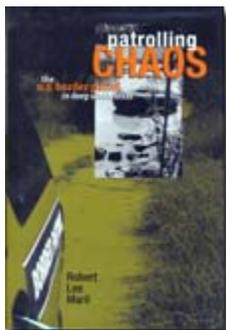


By Ann Chih Lin, editor; Nicole W. Green, author
Washington, DC: CQ Press, 2002.

325.73
GRE

The United States has always been a nation of immigrants, yet immigration policy remains a divisive subject. Who should be admitted into the United States and why? What rights should legal and illegal immigrants have? A new critical issue arise in the wake of the 2001 terrorist attacks: the proposed reorganization of the Immigration and Naturalization Service, the changes in border security, and the shift in the immigration debate from economic to security concerns. This book provides an examination of these and other major issues, including illegal immigration and border enforcement, guest farm workers and high-tech visas, refugee and asylum policies, the characteristics and difficulties of present-day American immigration and the debate over family reunification, and the role of immigration policy in the prevention of terrorism.

Patrolling chaos: the U.S. Border Patrol in deep South Texas



By Robert Lee Maril
Lubbock, TX : Texas Tech University Press, 2004.

363.28
MAR

This book is based on extensive ethnographic field work focusing on one station of three hundred agents over two-year period. It follows twelve typical agents, men and women, as they go about their regular ten-hour patrols along the border. It describes the daily challenges and risks they face and the perspectives and insights they hold as a result of their extensive, first-hand experiences with the hard realities of immigration policy, the war on drugs, and the threat of terrorist infiltration.

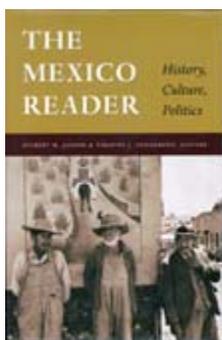
MEXICO

The Mexico reader: history, culture, politics

By Gilbert M. Joseph and Timothy J. Henderson
Durham, NC : Duke University Press, 2002.

972
MEX

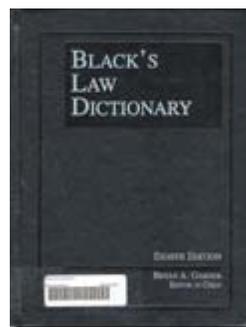
This book is a vivid introduction to muchos Mexicos-the many Mexicos, or the many varied histories and cultures that comprise contemporary Mexico. Unparalleled in scope and written for the traveler, student, and expert alike, the collection offers a comprehensive guide to the history and culture of Mexico-including its difficult, uneven modernization; the ways the country has been profoundly shaped not only by Mexicans but also by those outside its borders; and the extraordinary economic, political, and ideological power of the



Roman Catholic Church. The volume looks into the causes of the chronic instability, violence, and economic turmoil that have characterized periods of Mexico's history while also celebrating the country's rich cultural heritage.

OBRAS DE CONSULTA

Black's law dictionary



By Bryan A. Garner,
editor in chief
St. Paul, MN :
Thomson/West,
2004.

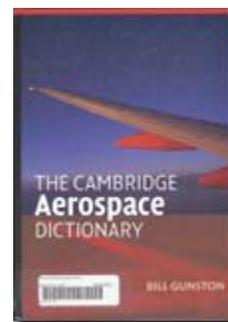
REF
340.03
BLA

This new 8th edition has more than 43,000 definitions, plus almost 3,000 quotations. Alternative spellings or equivalent terms and expressions are provided for more than 5,300 terms and senses, serving a thesaurus-like function. The extensive appendix on legal abbreviations is a major addition. It's the first time such a comprehensive guide has been included in a modern law dictionary, and is an invaluable aid to the legal researcher.

The Cambridge aerospace dictionary

By Bill Gunston
Cambridge; New York :
Cambridge University
Press, 2004.

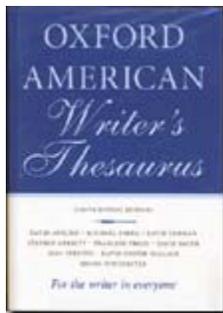
REF
629.103
GUN



This dictionary is an essential tool for people who must read and understand technical content regarding the aerospace industry and specific aircraft. An ideal reference for engineering and physics students, it is

based on three previous editions of the popular Jane's Aerospace Dictionary by Bill Gunston, OBE, FraeS, one of the most widely read and respected aviation writers of all time. Gunston has added over 15,000 new terms as well as brief explanations of aerospace materials and organizations to this new edition. Terms used in the dictionary reflect the diverse and international nature of the aerospace industry.

The Oxford American writer's thesaurus



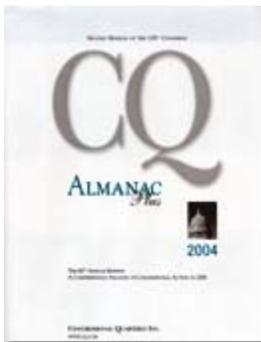
By Christine A. Lindberg
Oxford ; New York : Oxford University Press, 2004.

REF
423.1
LIN

This thesaurus contains more than 300,000 synonyms and over 10,000 antonyms—a treasury-trove of enticing words. Arranged alphabetically for easy reference, and including rare, literary, and slang words, together with a comprehensive selection of general vocabulary, it is the tool to improve, enhance, update, polish, or refine writing.

POLITICA Y GOBIERNO

CQ 2004 Almanac Plus



108th Congress 2nd Session vol. LX.

REF
328.73
CON
2004

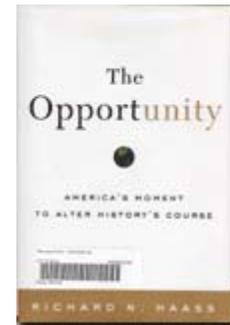
This edition covers the second session of the 108th Congress. It begins with an overview of the year followed by 17 chapters filled with narrative accounts of mayor legislation . A

special chapter analyses the presidential and congressional races that culminated in the Nov. 2 elections. Provides a detailed look at all the mayor bills considered during the year and their changes. Includes a glossary of terms and a list of members of the House, Voted studies, Key votes, Texts, Public laws and Roll call votes.

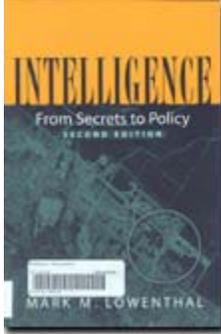
The opportunity: America's moment to alter history's course

By Richard N. Haass
New York, NY : PublicAffairs, 2005.

327.73
HAA



This is a book that describes an unprecedented moment in which the United States has a chance to bring about a world where most people are safe, free, and can enjoy a decent standard of living. The principal reason the twenty-first century shows such promise is that the potential for armed conflict involving today's major powers is remote. This remarkable development reflects not just U.S. military and economic might but also the assessment that much of what the United States seeks to achieve in the world has the potential to be broadly acceptable by others. But the combination of these circumstances will not stay unchanged. Like all great moments, it will pass. If we are no careful, the world could see its energies diverted by a new cold war, even worse, descend into anarchy defined by terrorism, disease, the spread of nuclear weapons, genocide, and extreme poverty.



Intelligence: from secrets to policy

By Mark M. Lowenthal
Washington, DC : CQ Press, 2003.

327.12
LOW

This book was designed to give readers a firm understanding of the role that intelligence plays in making national security policy and insight into its strengths and weakness. The main theme of the book is that intelligence serves and is subservient to policy and that it works best when tied to clearly understood policy goals.

POLITICAS PUBLICAS

Protecting America's health: the FDA, business, and one hundred years of regulation



By Lip J. Hilts
Chapel Hill, NC:
University of North
Carolina Press, 2004.

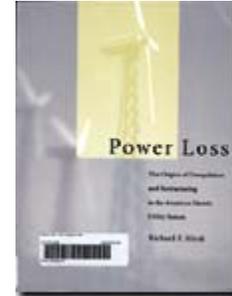
353.9
HIL

In this history of the Food and Drug Administration, Philip J. Hilts analyzes the century-long, continuing struggle to establish scientific standards as the basis for the policymaking on food and drugs. The agency, which emerged out of the era of the robber barons and Theodore Roosevelt's desire to "civilize capitalism," was created to stop the trade in adulterated meats and fsquack drugs. In additions to highlighting the essential role the FDA plays in making sure that food and drugs are safe and effective, this book shows that FDA regulation, far from stifling innovation-as critics feared-has actually accelerated it.

Power loss: the origins of deregulation and restructuring in the American electric utility system

By Richard F. Hirsh
Cambridge, MA:
MIT Press, 1999.

333.793
HIR



In the late 1990s Americans for the first time were in the position of being able to choose an electricity provider, as the once staid and monopolistic electric utility industry entered an era of freewheeling competition and deregulation. This book explains how and why this radical restructuring occurred.